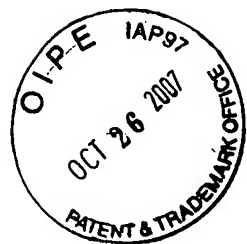


Don



PATENT
Customer No. 22,852
Attorney Docket No. 05725.1178-00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)	
)	
Celine BRUCKER et al.)	Group Art Unit: 3609
)	
Serial No.: 10/633,613)	Examiner: Rodney M. Henry
)	
Filed: August 5, 2003)	Confirmation No.: 5378
)	
For: METHODS OF MARKETING A)	
MASS CONSUMER PRODUCT)	

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

RESPONSE TO RESTRICTION REQUIREMENT

In a Restriction Requirement dated September 27, 2007, the Examiner required restriction under 35 U.S.C. § 121 between Group I: Claims 1-27 and 33-43¹, and Group II: Claims 28-32.

Applicants provisionally elect to prosecute Group I, claims 1-27 and 33-43.

If a telephone conversation might advance prosecution, the Examiner is invited to call the undersigned attorney (571-203-2774).

¹ Applicants believe that there are typographical errors in the Restriction Requirement. The present application includes 43 total claims, and claim 43 is included in neither Group I nor Group II. Because claim 43 depends from claim 33, Applicants' election of Group I includes election of claim 43 for prosecution. Applicants respectfully request clarification to ensure that they submit a complete response.